

## **Terms of Reference (ToR)**

### **Request for Production and Airing of Radio Messages and Talk-Shows to be aired on Radio for the project “Strengthening CRVS in Pakistan through Appropriate Use of Digital Technologies”**

#### **1. Background:**

Plan International Pakistan and Mojaz Foundation in partnership with relevant stakeholders have launched an innovative new project to improve birth registration rates in the country through the use of mobile phone technology. The project “Strengthening Civil Registration and Vital Statistics (CRVS) in Pakistan through Appropriate use of Digital Technologies” is a pilot for a broader digital birth registration initiative and will initially be implemented in two districts in Sindh province and one district in the Punjab province.

#### **2. Objectives of the Project:**

The program is expected to improve the old manual birth registration system and increase birth registration rates in the targeted districts to up to 80% by 2018. This target represents a significant improvement over the current situation: according to the Pakistan Demographic & Health Survey 2012-13 only 25.1% of children under the age of five in Sindh and 46.1% in Punjab are currently registered.

#### **3. About the project:**

The project features the use of mobile phones to register births directly at home by a visiting health worker or a Nikah Registrar, who inputs the data into the DBR app on his/her phone. The data is then automatically transferred to the local union council responsible for registration for validation, after which a unique identification number is sent directly to the applicant’s phone. The applicant then presents this number, together with the required documents, to collect his/her birth certificate at the union council. This way, the DBR system saves the applicants multiple visits to the government offices.

In addition, the new system allows a gradual transformation to a robust digital civil registration database – a key tool for the government to plan more effectively for all services that a child needs including vaccination programs and education, as well as establishing legal protection from abuse and exploitation.

Birth registration provides a passport to protection: as an accurate record of age, it may help to prevent child labour, mitigate child marriage and protect children from being treated as adults by the justice system. In times of disaster, undocumented children are at even greater risk if they are separated from their parents or caregivers.

#### **4. Purpose of the Consultancy:**

The radio messages and talk-shows are being produced as part of the Communication for Behavioral Impact (COMBI) campaign undertaken under the project to positively influence the attitudes/behaviors of parents towards birth registration. Hence, a competent team is sought to produce and air an effective radio campaign to raise awareness and contribute towards improving attitudes and behaviors regarding birth registration in the community.

#### 4.1. Objectives

The objectives of the radio campaign are:

- To promote birth registration so that all boys and girls in Pakistan access their right to a legal identity through a functioning rights-based national CRVS system.
- To raise awareness for the procedures of registration.
- To engage the community members in motivating the target population to realize the significance and the need to legally register their children on time.

#### 5. Work-plan for the task:

The campaign would require production of radio messages and talk shows intended to be aired in 4 cycles (each cycle consists of 6 messages daily, for 6 days a week continuously for 3 weeks along with one talk show per cycle) followed by a break of one month and then run the 2nd cycle in the same way and so on. Both the messages and talk-shows must correspond to following criteria;

Radio Campaign	
<b>Target Population</b>	Rural /Semi Urban/ Urban areas (Men, Women, Youth and Children)
<b>Areas</b>	District Chiniot in Punjab
Production	
<b>Production timeline</b>	1st November to 30th November, 2017
<b>Key messages</b>	Birth registration is useful for:  <b>Child Protection</b> (Prevention from child marriages, child labor, treatment as adult in criminal justice etc. In case of separation from family, ensure chances of reunification with the families especially during emergency situations).  <b>Identity:</b> Proof of Age, Gender, Residency, etc required for obtaining CNIC, Passport, Inheritance  <b>Access to services:</b> (Education-: Birth Certificates required at the time of admission in schools; helpful in health vaccination)
<b>Requirement</b>	<ul style="list-style-type: none"><li>• Urdu language</li><li>• Concepts with Scripts</li><li>• 10 Radio Messages in Urdu (30 seconds each)</li><li>• 4 Radio Talk Shows in Urdu (30-40 minutes each)</li></ul>
Technical Requirements for Production	
<b>Production Team (CVs Mandatory)</b>	<ul style="list-style-type: none"><li>• Director/Producers</li><li>• Production Manager</li><li>• Editors</li></ul>

	<ul style="list-style-type: none"> <li>• Composer</li> <li>• Vocal Artists</li> <li>• Sound Engineer</li> </ul>
<b>Equipment (Mandatory)</b> Selection team may inspect the equipment	<b>The production will be completed on :</b> <ul style="list-style-type: none"> <li>• Sound Proof Studio</li> <li>• Completed Professional Audio field – Microphones and Switchers</li> </ul>
<b>Airing</b>	
<b>Radio Station</b>	FM 89.4 (Airing will be on FM 89.4. However, FM 96 can be engaged as a backup to cover Lalian where FM 89.4 has a bit weak signal. Hence both must be quoted separately)
<b>Messages</b>	432 spots (30 secs/spot) in 4 cycles (each cycle consists of 6 messages daily, for 6 days a week continuously for 3 weeks along with one talk show per cycle)
<b>Talk Shows</b>	4 Talk shows (1 radio talk show each cycle)

#### SELECTION CRITERIA

The agency will be selected on the assessment of Technical & Financial proposals.

#### Technical Proposal will include:

- Demonstrated work in the Development sector.
- Demonstrable expertise on child rights and gender equality.
- Track record in developing/conducting media campaigns for development sector.
- Have national level geographical coverage.
- Expression of interest outlining how the agency meets the selection criteria and their understanding of the TOR.
- Dedicated team members having relevant experience with names and CVs.
- Organizational profile containing evidence of the work done in this area.
- A proposed methodology and work plan with time frame.
- Only registered firms from PBA & APNS will be considered.

#### Financial Proposal will include:

- Financial proposal detailing itemized fees, production/airing/ travelling boarding, artist fee, honorarium, equipment etc. charges as mentioned above and administrative costs **including all Taxes applicable and valid tax exemption certificate in case of any exemption.**

### **Ownership/copyright**

- This assignment is be funded by **Plan International Pakistan** and therefore it shall be the owner of the assignment output. The ad agency will have no right of claim to the assignment or its outputs once completed. Any reports/research reports and process documentation produced as a part of this assignment shall be deemed to be the property of **Plan International Pakistan** and the service provider will not have any claims / rights and will not use or reproduce the contents related documents/material without the prior written permission of **Plan International Pakistan**

### **Payment Schedule**

- 25% on the signing of agreement
- 40% after the production and finalization of products
- 35% on the completion of assignment

**Note:** All the payment will be made through cross cheque and tax will be deducted according to Government rules.

Interested Organizations having relevant expertise and experience can submit their Technical and Financial proposals (Hard and Soft copies) in two separate sealed envelopes by **October 28, 2017** to MOJAZ Foundation apposite DCO House Narowal.

Please mention on left top corner of envelope in bold "**TECHNCIAL AND FINANCIAL PROPOSAL FOR RADIO CAMPAIGN ON CRVS**". **Note:** Financial Proposal will be submitted in the below Template

*Only shortlisted applicants will be contacted. Plan reserves the right to reject any or all proposals and is not bound to any legal claim in this regard.*

#### **Financial Proposal Template**

<b>No.</b>	<b>Activity</b>	<b>Rate per Unit</b>	<b>Total cost</b>
<b>1</b>	Pre & Post Production cost		
<b>2</b>	Equipment Cost		
<b>3</b>	Boarding & Lodging (if any)		
<b>4</b>	All administrative costs		
<b>5</b>	All Taxes Amount (GST+ with holding or any other which applies)		
<b>6</b>	Any Other Amount		
	<b>Total Amount</b>		

Interested firms may obtain further information by visiting [www.mojaz.org](http://www.mojaz.org) or through sending email on [info@mojaz.org](mailto:info@mojaz.org) or calling on Ph. 0542-412313 Cell. 0303-3335616.

MOJAZ Foundation reserves the rights to accept, reject or cancel any or all offers without assigning any reasons thereof.

Expression of Interest (EOI) must be delivered to the address below by not later than 1600 Hrs. on Saturday October 28, 2017.

**MOJAZ Foundation, Head Office, Opposite DCO House -Narowal Ph.# 0542-412313  
email: [info@mojaz.org](mailto:info@mojaz.org)**